

Mohamed Halawa (Hal)

BI & ANALYTICS PROFESSIONAL

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SUMMARY

Passionate about analytics, but driven only by the impact it makes on daily operations. I judge every deliverable by one measure: how much it improves the decisions people actually make.

EXPERIENCE

Fintech Analytics Consultant

Nov 2025 – Present

Hal Praxis II (self-employed) — Remote, project-based

- Provide advanced analytics, statistical models and data visualisations for decisions.
- Run data-quality audits and integrate disparate sources into trusted datasets.

Marketing Analytics Lead

June 2025 – Aug 2025

Hostinger — Vilnius

- Drove the marketing analytics team's transformation, expanding analytics scope and quality.
- Built data models and dashboards for attribution, unit economics and channel performance.

Manager, Operations Analytics

Aug 2023 – June 2025

Convera (prev. Western Union BS) — Vilnius — Global Analytics

- Automated ETL pipelines, saving 40%+ of team manpower for higher-value work.
- Revamped 40+ operations metrics and built an Activity-Based Costing model in SQL.
- Built an Erlang C call-centre staffing model, cutting wait time by 36%.
- Created a Confluence toolkit of methodologies, SOPs and a shared data dictionary.

Senior Data Scientist

Feb 2023 – Aug 2023

Convera — Vilnius — Process Excellence

- Measured the net impact of transformation projects across the organisation.
- Gave ad-hoc decision support to leadership (hypothesis testing, root-cause analysis).
- Produced strategic and tactical dashboards for performance monitoring.
- Built and optimised data pipelines in AWS and Snowflake.

Data Scientist

May 2022 – Feb 2023

Convera — Vilnius — Payment Processing OPS

- Built ETL processes and a curated semantic layer for self-service reporting.
- Uncovered insights in payment-processing data to support automation.
- Improved methodologies behind key metrics (Productivity, STP, SLAs).
- Developed a dynamic capacity-planning model that earned CEO recognition.

BI & Analytics Consultant

Feb 2015 – Sept 2021

Hal Praxis II (self-employed) — UAE, Germany, Lithuania, Latvia & Egypt

- Delivered 20+ projects: financial modeling, churn and CLV analysis.
- Ran A/B testing for marketing and K-means clustering for warehousing.
- Designed data ecosystems, KPI systems and supporting dashboards.
- Built ETL, governance policies, forecasting models and process simulations (DES).

Associate Consultant

Jan 2013 – Mar 2014

EFESO Consulting (prev. Solving Efeso) — Cairo — Strategy & Business Analytics

- Conducted market-trends analysis and opportunity sizing to inform client strategy.
- Built capacity-planning models, primarily across education and healthcare sectors.
- Carried out financial and technical feasibility studies and impact assessments.
- Performed data cleansing and analysis, and prepared insights and recommendation decks for clients.

SKILLS

Programming: Python (proficient), SQL (proficient), R (foundational)

Stack: Power BI, Tableau, Looker, Snowflake, AWS, Azure/Fabric, BigQuery, dbt, Airflow, Kafka, Databricks, Docker, Git, Jira

Key Models: Time series, k-means clustering, random forest, XGBoost, regression, Erlang C, A/B testing, capacity planning, ABC, automated financial models, risk models, churn/LTV prediction, price elasticity

Data: ETL, data architecture & governance, semantic layers

Management: Agile/Scrum, stakeholder management, team leadership, transformation strategy

Languages: Arabic (native), English (fluent), French (beginner)

EDUCATION

MSc International Business & Economics

2014 – 2016

Vilnius University

BSc Management & Business Administration

2009 – 2012

Arab Academy for Science & Technology — GPA 3.97 — graduated 1st in class

AWARDS

Vilnius Site Award

Sept 2023

Convera — Best demonstration of 'Truth-Seeking' — insights driving strategic decisions.

CEO Recognition

Feb 2023

Convera — Global capacity-planning model forecasting workforce needs by skill and geography.

Academic Excellence Scholarship

Jan 2015

Vilnius University — Fee-exemption scholarship — highest score in class, first semester of master's.

Academic Excellence Scholarship

June 2012

Arab Academy for Science & Technology — 6 consecutive scholarships; graduated 1st, GPA 3.97 (Excellent with Honor).

VOLUNTEERING

ICLEI – Local Governments for Sustainability

Jan 2019 – Sep 2019

Remote — Pro bono financial modeling and data analysis for climate projects (Mongolia, Indonesia, Brazil).

Bibliotheca Alexandrina

Jan 2007 – Aug 2010

On-site — Organised international conferences, workshops, environmental and educational initiatives.